

Marketing Specialist for Group Marketing

Are you passionate about social media and motivated by turning business priorities into relevant and engaging marketing? We are looking for a hands-on Marketing Specialist who can deliver customer-focused marketing across channels and help strengthen Nordea's social media presence.

About our team

Meet the Group Marketing team. We develop marketing that strengthens Nordea's brand, supports business priorities, and creates value for our customers.

You will join Group Brand, Communication and Marketing and work closely with colleagues and stakeholders across Nordea. Our teams bring together expertise spanning brand, press and social media, marketing, content and media. We combine customer insight, creativity, and strong execution to deliver high-quality, relevant, and consistent marketing.

Collaboration. Ownership. Passion. Courage. These are the values that guide us in how we work and how we make decisions – and that we imagine you share with us.

What you'll be doing

You will play a key role in developing and delivering marketing activities, with social media as a central priority. You will combine hands-on content creation and channel expertise with the ability to coordinate integrated marketing across teams, stakeholders, and touchpoints.

- Translate strategies, audience insights, and business objectives into clear marketing plans, campaigns and content.
- Develop and execute marketing that supports Nordea's brand, business priorities and customer needs.
- Work closely with agencies and internal stakeholders across the Nordics to develop strong creative solutions and effective channel and media plans.

- Manage marketing activities end to end, including briefing, planning, production, stakeholder alignment, publication and follow-up.
- Shape and execute social media activities across paid and organic channels, from ideas and brief to publication and optimisation.
- Use performance, audience behaviour, platform trends and cultural insights to continuously improve content and impact.
- Help connect social media with broader marketing activities to create a consistent customer experience across channels.

Success in the role requires an understanding of how marketing is developed and delivered in a large organisation. You will collaborate with colleagues across marketing, communications, business areas and specialist functions, as well as external partners where you will be expected to build trusted relationships and move projects forward with pace and quality.

Who you are

You are curious about customers, culture and how social media shapes people's everyday lives. You understand platforms, content formats and communities, and you can turn that understanding into marketing that feels relevant and delivers against clear objectives.

You combine creativity with structure. You take ownership, identify what needs to happen next and proactively drive activities forward. You are comfortable coordinating multiple stakeholders and deliverables, and you communicate clearly with both specialists and senior stakeholders.

You can contribute to strategically important projects while staying close to execution, content quality, details and deadlines. You welcome feedback, learn quickly and enjoy working with people who bring different perspectives and expertise.

Your background and skills include:

- Relevant and practical experience with marketing, social media, content development and channel planning, gained through employment, student work, internships, projects or equivalent experience.
- A proven ability to develop and execute marketing initiatives and social media from initial brief to delivery, publication and follow-up.
- The ability to use audience, platform and performance insights to improve content, engagement and impact.
- Strong project and stakeholder management skills, including the ability to coordinate priorities, timelines, feedback and deliverables.
- A self-driven and proactive way of working, with sound judgement and the confidence to take responsibility.
- Excellent written and spoken Danish and professional written and spoken English.

It would be ideal if you also:

- Have experience navigating in a large organisation with many stakeholders, multiple processes, guidelines and approval requirements.
- Have experience working with paid and organic social media and understand how the two can support each other.
- Know how to use audience, platform and performance insights to improve content and marketing activities.

What we offer

People come here when they want to get somewhere. For some, it's to take their career to the next level. For others, it's to break new ground within their area of expertise – in other words, with us, you will always move forward.

A culture that fosters performance and growth in one of the largest Nordic banks, offering various opportunities to evolve, develop and learn from brilliant colleagues with diverse backgrounds in a vibrant working environment.

Hybrid working model – we believe in the value of bringing people together and at the same time we embrace the freedom of flexibility.

Diversity and inclusion are a natural part of our daily work. We know that an inclusive workplace is a sustainable one. We genuinely believe that our diverse backgrounds, experiences, characteristics and traits make us stronger together. Every day we strive to find new ways to improve diversity and inclusion within our community e.g. we have signed the European Diversity Charters in the countries where we operate to show our commitment and engage with others to continue learning and improving.

If this sounds like you, get in touch!

Next steps

Submit your application no later than 30/11/2026.

For more information, you're welcome to contact Lana Wagner Plant at lana.wagner.plant@nordea.com.

The recruitment process consists of the following steps:

- Preliminary CV selection
- Interview with the hiring leader
- Background check and references

We enable dreams and aspirations for a greater good.

We build relationships. We add a personal touch to everything we do – when advising our customers, collaborating with colleagues, and meeting our potential candidates.

We learn and develop. We take pride in being experts and thinking ahead. We use our expertise to meet our customers' needs, from the simplest to the most complex. We bring a growth mindset to our work that enables us to focus on a broader perspective in our daily challenges.

We lead change. We are responsible and aware of the impact of our decisions, both for our customers and for our local and global communities. Mindful of our responsibility towards current and future generations, we have made sustainability an integrated part of our business strategy.

We are Nordea. We have a 200-year history of supporting and growing the Nordic economies and our values are deeply rooted in these open, progressive and collaborative societies. As one of the biggest employers in the Nordics, Poland and Estonia, you have excellent opportunities to evolve, develop and move forward with us.

Nordea
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Ansøgningsfrist
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Kontaktperson
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